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WOMAN'S PART

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BETTER AMERICA

Issued by the CONSUMERS' COUNSEL
of the Agricultural Adjustment
Administration

in cooperation with the Bureau of
Agricultural Economics, Bureau of Home
Economics, Bureau of Labor Statistics.

WASHINGTON, D.C.

From

PRESIDENT ROOSEVELT'S

Message to Congress

"We would save and encourage
the slowly growing impulse among consumers to
enter the industrial market place equipped
with sufficient organization to insist upon
fair prices and honest sales."

FOREWORD

Everywhere wealth in abundance and everywhere insecurity and often hunger. This is the challenge to America: especially to the women of America: to those who give their lives to the bearing and rearing of the race, for whom the wealth which we create is intended.

A better America should be an America in which there is no involuntary poverty, no such thing as hunger, especially no such thing as hunger for those too weak and too young to protect themselves.

There is a program for the women of America: a program you can take part in: a program to create a better America, worthy of its endowments for every possible need.

As a minimum program we suggest the following projects which are now being carried on by some women; projects for those who live on the farm as well as for those who live in the city; for those who produce the food which gives us life and for those who produce the things that provide our necessary health and comfort.

Frederic C. Howe,
Consumers' Counsel
Agricultural Adjustment Administration

MAY 18 '34

K. M. K.

WHAT THE CONSUMERS' COUNSEL IS

The CONSUMERS' COUNSEL is an agency of the AGRICULTURAL ADJUSTMENT ADMINISTRATION authorized by Congress to protect the consuming public from unjustifiable price advances in the recovery program.

It analyzes codes and agreements to see that they serve the purpose of the Agricultural Adjustment Act, which is to bring back the purchasing power of the farmer, through better prices, to the income status of agricultural products in the period 1909-1914.

It publicizes comparative prices of food products in the "CONSUMERS' GUIDE", by radio addresses, in the press. It invites the public to cooperate for its own protection.

The CONSUMERS' COUNSEL is interested in voluntary agencies and activities which spring from the people themselves; agencies through which individuals and groups can cooperate for the creation of a better America, in which the abundance of our civilization will be more generously shared by all.

With these ends in view, the CONSUMERS' COUNSEL presents in this booklet a variety of activities which the organized women of America have undertaken in different sections of the country; agencies which contribute to the well-being of the farmer on the one hand and the consumer on the other. The strength of the recovery program and its permanence rest with the people themselves; it is they who must generate the economic and industrial forces which will exile hunger, want and insecurity from our land.

W H A T Y O U C A N D O

SCHOOL LUNCHEONS

If school luncheons have not been started in your community begin at once to provide them. Today's children are tomorrow's citizens. Tomorrow's citizens must be started right. The nation's future rests with them. And the children of today -- many of them at least -- are not getting a fair start in life. There is no community too poor, too badly organized, that is not able to tackle the problem of providing food for needy children in the schools at least once a day. In the words of Mrs. Roosevelt: "It's up to the women".

WHAT THE FIGURES SHOW

Official records exhibit the distressing fact that millions of our children are undernourished. They are not getting food enough. Many of them even come to school without breakfast. School luncheons are being provided by hundreds of cities; sometimes by public authorities, sometimes by voluntary efforts of women themselves. Even in country districts this condition exists.

Seven and a half million children according to a good authority are suffering the effects of the depression. Imagine what these official words mean to 7,500,000 little bodies -- not enough clothes on the outside -- not enough food on the inside.

START NOW

Even if you cannot keep it up and do not see your way out, start right in. Get ALL the organizations of your town behind you -- women's clubs, civic clubs, public spirited men and women. Get in touch with the local relief agencies. Use all of the possibilities in your situation. If your schools have not kitchens there may be a nearby church that has a kitchen. Or the food can be prepared elsewhere. Get unemployed people to do the work. If you cannot get money for that, enlist the help of different mothers, in rotation. Get a dietitian to help you plan meals -- send to your state agricultural college for help -- or send to the BUREAU OF HOME ECONOMICS of the DEPARTMENT OF AGRICULTURE, which will be glad to send you information on school lunches.

WHAT OTHER WOMEN HAVE DONE

West Virginia is a good example of what can be done. Hard hit by the depression, the women of West Virginia have responded magnificently. In Fairmont, the Women's Club started in 1931, with the help of the Society of Friends, to look after the children of unemployed miners. School nurses gave their services -- they surveyed 50 schools -- they found 3,000 school children needing food -- the women went into action -- within 4 days they were serving almost 2,000 of these children with milk and other food -- they began to supply milk to 2,500 school children. Volunteers used their cars to take the food from the supply room to the schools. NOTE THE RESULT. At the end of one month the children who were getting milk were examined. THEIR WEIGHT HAD GONE UP -- THEIR SCHOOL WORK IMPROVED -- THEY HAD NEW VITALITY. Then the women began to help dress the children who needed clothes -- they started eighteen clinics for pre-school children -- they gave milk and cod liver oil to 500 undernourished babies.

In Gallup, New Mexico, 333 undernourished children who were ten percent underweight get milk each day.

In Fairbury, Nebraska, the Women's Club has paid for 10,000 quarts of milk for undernourished babies during the past eight months.

In North Carolina, a small town club canned 2,500 cans of soup mixture so that twenty colored schools could serve hot lunches. It provided 1,500 cans for the white schools.

In Belvidere, Illinois, they not only gave 281 free lunches at school and milk to all undernourished school children in the town -- in addition, certain women started a "lunch-adoption" scheme. They took some of the children into their homes for a warm lunch every day.

In Atlanta, Georgia the Home Economics Department of Fulton County has done a workmanlike job. Its records are so detailed that they should be valuable to any other community. The Department publishes a bulletin which gives sample menus and recipes for serving fifty children. The cost of each ingredient is given, and the cost per serving is figured out. One serving of vegetable soup, for instance, costs one and a half cents.

Write BUREAU OF HOME ECONOMICS, Washington, for School Lunch Bulletin.

RELIEF GARDENS

In scores of cities allotment or subsistence gardens are being planted and cared for. In the cities and in suburbs fresh vegetables and fruits are being grown and where possible competent gardeners oversee them. The land is secured by public agencies or private persons. The allotments are laid out according to a definite plan; the planning and supervision is looked after by committees organized for the purpose.

PUT YOUR VACANT LAND TO WORK

No two programs are the same. They are adjusted to local conditions. Sometimes these community gardens are divided into plots for individual families to cultivate; sometimes they are cultivated as community projects. In some cities there is a rule that says: "No Garden -- No Relief".

HOW TO SET TO WORK

Even in rural areas allotment gardens are being laid out. For many farmers do not grow their own food for their own needs. In the cities the fruit and vegetables grown on the allotments add to the worker's income. They provide fresh vegetables. They enable those on relief to enjoy a more generous diet.

Every family with a real desire to grow its own living has a right to do so. And the aim of these gardens is to help people to become self supporting. All over the country different agencies

are cooperating to promote allotment gardens to grow more food, to preserve the self respect of those who are unemployed. For instance, the Horticultural Specialist of the State Extension Service and the Home Demonstration Agent usually work out a selection of seeds to plant -- as a rule 10 or 15 varieties -- and give a simple set of instructions for the planting and care of the garden.

IMPORTANT BY-PRODUCTS

There are other gains from this kind of community help. It saves the self respect; it protects the instinct of independence; it contributes to the physical well-being and the spirits of those who get a chance to work for their own living.

In addition, with the help of community gardens, relief money goes farther. Some of the burden is taken off the taxpayers' shoulders as families become more self-supporting. In Indiana it is estimated that the relief gardens returned \$6 to \$9 for every dollar invested. In the State of Mississippi alone last year the estimated value of the vegetables grown and canned for relief was \$3,500,000.

HAS YOUR COMMUNITY STARTED RELIEF GARDENS? IF NOT, SEE YOUR LOCAL RELIEF ADMINISTRATOR AND FIND OUT WHAT YOU CAN DO TO HELP.

The BUREAU OF PLANT INDUSTRY of the DEPARTMENT OF AGRICULTURE, Washington, has worked out plans for small vacant lot and community gardens. These are described in detail in Farmers' Bulletin number 1044. It has also prepared a comprehensive bulletin, number 879, on the "Home Storage of Vegetables". Send 5 cents apiece for these to U. S. Government Printing Office.

THE PANTRY SHELF

WAR TIME SPIRIT

Ever since the depression began women have been acting on the principle that the depression is like war time. It demands a war time spirit. In Arkansas, the women named their canning group "The Pantry Shelf". In 1931 they canned 40,000-000 quarts of fruits, vegetables and jellies.

Last year, Texas club women filled 100,000,000 containers of food. Texas was the only state that canned its own beef under governmental supervision. They had a "three-way" program down there. First, the farmers had too many cattle which did not produce enough to pay for their feed. They could not get an adequate price for them as beef. Second, there were thousands of people without food -- without the price to pay for meat. Third, there were thousands of other people who needed work. The "three-way" program purchased the extra cattle from the farmers. It used the unemployed to can the beef. And it gave the beef to hungry people. From 9,000 to 10,000 women were given work for the season at a minimum wage of forty cents an hour.

WORK WITH YOUR LOCAL RELIEF ADMINISTRATOR

Any community can have a canning group. It can begin now and run through the winter. It is one of the things you can do for a better America; for a recovery program. It is important to remember one thing. This is, to work with your local relief administrator. Go to him and ask what to do and how to do it. If you

prefer to work as clubs you can probably get assigned to a particular enterprise by the relief administrator. It is important to consult him first of all.

THE FIRST STEP

The first step is to be orderly -- to plan the job. Equipment is needed. Steam pressure cookers and stoves and jars may have to be borrowed. A vacant building can usually be secured in which to do the canning. Sometimes traveling canning kitchens in charge of a trained worker are organized to go from county to county.

CREATING NEW JOBS

If the community has relief money it is well to hire women who otherwise would not have jobs. If there is no money or if unemployed women who are properly equipped cannot be found, then volunteer workers should undertake the job. And there is opportunity for anyone who will help. Records of materials, of the equipment, and of the personnel are to be kept. The work is to be planned and routed through the plant. Vegetables and fruits should be canned while they are fresh -- see that the right amount comes in so that it can be canned immediately and is not kept over night.

The BUREAU OF HOME ECONOMICS of the DEPARTMENT OF AGRICULTURE, Washington, D. C., has worked out plans and diagrams and technical directions for canning. Every step of it -- for all sorts of conditions down to labeling the cans and sorting them and cleaning up after the job. The bulletin is called "Community Canning Centers". It will be sent free of charge. See page 19 for other helpful publications issued by the DEPARTMENT OF AGRICULTURE.

WOMEN'S FOOD EXCHANGES

Cooperation in the order of the day; cooperation in all walks of life.

We have women's cooperatives as well as men's cooperatives, which are business enterprises and which profit both the women of the country and the women of the towns.

Here and there over the country, cooperative markets are springing up. Some are just outside the towns. Some are within the towns. Some are organized in vacant stores. Some consist of a very simple organization for receiving and distributing farm products. Some are more ambitious and are real business enterprises. In any city you can do what has been done on the outskirts of Washington, D. C., where the farm women organized a real market of their own and with the cooperation of city women did a business of \$100,000 in twelve months' time.

BETHESDA, MARYLAND is six miles north of the nation's Capitol. On the principal street is the Montgomery Farm Women's Cooperative Market. Here eighty-six women sell the things they themselves produce on the farm. The market was born of necessity; of the same kind of necessity one finds in thousands of other counties. The farmers were in a desperate plight. They had no cash income. A few Maryland women got together to provide themselves with necessities, with shoes so that the children could go to school; possibly to save their farms from fore-

closure and the loss of their herds. They decided to help themselves.

STRICTLY FEMININE

There is not a man employed in this farm women's cooperative market. Only women are found there. And they are good business women. Each one must own at least six acres of land -- she must depend for most of her living on the land -- she must be a dependable person whose character has been thoroughly investigated -- she must never offer perishable goods for sale the second day -- she must always charge the prices set on each market day by a price committee which serves for 30 days and is appointed by the president.

These are the conditions on which the women got together and built this market which now occupies a place on a front street just outside the City of Washington.

The prices are approximately those of the retail stores. But the quality and grades of the goods are protected by the women to insure the repute of the market.

SPECIALTIES BRING GOOD PRICES

Many of the women sell specialties of their own, from recipes handed down in their families for generations. They sell their favorite pickles and preserves. They stuff chickens in a way of their own. They base their roasts with an original tanged sauce. They bake a variety of things.

This is the way these women of western Maryland have achieved independence.

THE FINANCIAL ORGANIZATION

The organization is a pure cooperative. All of the profits go back to the members. Each member pays a rental of \$1.00 a month for an individual stand. She also pays a commission of 5 percent on her gross sales, which goes for the upkeep of the market. She must own shares of stock in the cooperative, which stock has voting power the same as in a private corporation.

Many markets like this have sprung up in other parts of the country. They are aided by city women to make them a success. They are outstanding examples of the ability of women to help themselves, as they are an exhibit of the value of cooperative societies to enable groups of people with a common purpose to withstand the depression.

Here is an example which may find a place in your community. It is not too difficult to try. And if you succeed as the Bethesda women have succeeded, you will have something to take pleasure in and to be proud of because of the services which it renders.

MILK FOR THE CHILDREN

The CONSUMERS' COUNSEL of the AGRICULTURAL ADJUSTMENT ADMINISTRATION has been entrusted with the making of a survey of the consumption of milk in more than 60 cities. Milk is the best of all foods. It is necessary to the health of undernourished children. Milk contains calcium, iron, and other products necessary to strong teeth, good bones, and a growing body. This is one side of the problem. On the other, dairy farmers are producing more milk than finds its way to market. They are suffering from too much milk while the city consumer suffers from too little. And 7,500,000 children are suffering most of all.

WHAT THE MILK SURVEY IS

Women's organizations in 63 cities are working in cooperation with the school authorities to ascertain the extent to which children have enough milk to give them sound bodies. School superintendents are cooperating. The results will be analyzed and reported on. The object is to stimulate the consumption of milk in the schools for the protection of the oncoming generation.

WHY THIS SURVEY WAS UNDERTAKEN

There is a responsibility on all of us rather than on the dairy farmers to carry this burden. For three years dairy farmers have been producing milk at prices which have brought

hardships to their families and to their farms. Society as a whole must recognize this problem of providing adequate milk for the protection of its babies and the oncoming generation.

WHAT IS BEING DONE AND WHO IS DOING IT

The first step in this problem is to ascertain the facts of under consumption. We are finding out, with the local co-operation of the women of more than 60 cities, the actual amount of milk consumed by children among the different classes in each community; we are asking how much of the family budget goes for milk; the relation between these expenditures and the family income; and how much the children are getting in the form of butter, cheese and other milk products.

Three school districts are chosen in each city. Questionnaires are distributed and are taken by the children to their homes. Directors of relief agencies are cooperating. The women who are doing this are chosen from different women's organizations. When the returns are complete for the individual city, they are studied first by the local committee and then sent to the office of the CONSUMERS' COUNSEL in Washington, D. C. for analysis.

Among the women's organizations whose members are participating in the survey are:

The American Nurses' Association, the American Women's Hospital Association, General Federation of Women's Clubs, National Association of Colored Women, National Education Association, National Council of Jewish Women, National Con-

gress of Parents and Teachers, National League of Women Voters, National Women's Christian Temperance Union, Business and Professional Women's Clubs, National Women's Trade Union League and the American Home Economics Association. Mrs. Edward P. Costigan, wife of the Senator from Colorado, is chairman of the national committee of women making the survey arrangements. The survey will continue for at least two weeks.

WHERE

Cities included in the survey are: Birmingham, Alabama; Globe, Arizona; Little Rock, Arkansas; San Francisco, California; Pueblo, Colorado; Bridgeport, Connecticut; Wilmington, Delaware; Washington, D. C.; Tampa, Florida; Atlanta, Georgia; Boise, Idaho; Chicago, Illinois; Gary, Indiana; Des Moines, Iowa; Wichita, Kansas; Louisville, Kentucky; New Orleans, Louisiana; Portland, Maine; Baltimore, Maryland; Lawrence, Massachusetts; Pontiac, Michigan; Minneapolis, Minnesota; Jackson, Mississippi; Kansas City, Missouri; Butte, Montana; Omaha, Nebraska; Carson City, Nevada; Manchester, New Hampshire; Patterson, New Jersey; Albuquerque, New Mexico; Buffalo, New York; Winston-Salem, North Carolina; Fargo, North Dakota; Youngstown, Ohio; Oklahoma City, Oklahoma; Portland, Oregon; Pittsburgh, Pennsylvania; Providence, Rhode Island; Charlestown, South Carolina; Sioux Falls, South Dakota; Memphis, Tennessee; Dallas, Texas; Salt Lake City, Utah; Burlington, Vermont; Richmond, Virginia; Seattle, Washington; Wheeling, West Virginia; Oshkosh, Wisconsin; Cheyenne, Wyoming.

Do the Children in your town get enough milk?

What are you doing about it?

Write to the Consumers' Counsel for questionnaires and start your own survey.

CONSUMER CREDIT

Through People Banks

CREDIT UNIONS are of interest to the Consumers' Counsel in that they increase purchasing power on the one hand, and on the other protect consumers from extortionate rates of interest. They are "baby banks", or People Banks, which provide credit to persons of small means.

AMONG FARMERS the credit union lends money for feed or stock. To city borrowers it lends money to enter small businesses, to buy tools and machines, to pay hospital fees, to aid in many ways over difficulties.

LOANS are made only for useful purposes -- for provident purposes which promise real benefit to the borrower.

INTEREST RATES are moderate. The borrower is rescued from the loan shark who exacts 30%, 40%, and even 100%. The special feature of credit unions is that they are of the people, by the people and for the people they are to serve. They are COOPERATIVE BANKS.

CREDIT UNIONS can be organized within industries, or by groups of government employees, or in small farming communities, or in social settlements, or other such groups. They may have \$500 in capital or \$1,000,000. It is claimed that no failures have occurred among these little banks during the entire depression. Their losses are very small ones. One reason is that loans are for useful purposes. Another is that loans are made with great care and watched over by those who make them. Most credit unions are community as well as cooperative affairs.

TEN YEARS AGO we had few such banks in this country. Today there are nearly 2,300. They are growing very rapidly. Their members number nearly half a million, and their resources more than \$65,000,000. More than three such banks are organized every business day in the year. \$19,000,000 has been loaned by the Municipal Credit Union of the City of New York to 84,000 borrowers. There are over 300 credit unions among postal employees, whose savings amount to \$7,000,000. New England Telephone and Telegraph Company employees have eight credit unions, which have loaned 17,000 employees \$18,500,000.

20,000 such people's banks are to be found in Germany. They are in every country in Europe, as well as in Africa and Asia.

WE TOO ARE organizing a credit union among ourselves, here in the Department of Agriculture. If you want to know more about credit unions, you should write to the Commissioner of Banking of your state, or the C. U. National Extension Bureau, 5 Park Square, Boston, Massachusetts, or to Consumers' Counsel. Most of the states have passed laws permitting them.

PUBLICATIONS

You can get all the following material from the Department of Agriculture at Washington, D. C. Be sure to quote the full name of the publication in your request.

FREE

Canned Meat
Community Canning Centers
Noon Meals for Nursery Schools
School Lunches (with recipes for serving fifty)
Skim Milk Powder Recipes
Subsistence Gardens

For each of the following leaflets send five cents to the Government Printing Office, Washington, D. C.:

FIVE CENTS

Canning Fruits and Vegetables at Home
Cooking Cured Pork
Diseases and Insects of Garden Vegetables
Eggs at Any Meal
Food for Children
Good Food Habits for Children
Home Baking
Home Storage of Vegetables
Milk for the Family
Pork in Preferred Ways
The City Home Garden

If you would like to receive the CONSUMERS' GUIDE free twice every month, fill out this blank and send to the Consumers' Counsel, Agricultural Adjustment Administration, Washington, D.C.

NAME.....

STREET AND NUMBER.....

CITY.....STATE.....

MEMORANDUM

TO : THE SECRETARY OF THE ARMY
FROM : THE CHIEF OF THE ARMY
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